

CONTRACT

KMBC
6455 Winchester Ave
Kansas City, MO 64133-6409
(816)221-9999

www.kmbc.com

And:

Media Strategies & Research
1580 Lincoln Street
Suite 510
Denver, CO 80203

<u>Contract / Revision</u> 926559 /		<u>Alt Order #</u>
<u>Product</u> OCT. 30, 2012 - NOV. 6, 2012		
<u>Contract Dates</u> 10/30/12 - 11/06/12		<u>Estimate #</u> 11282
<u>Advertiser</u> McCaskill/D/Senate		<u>Original Date / Revision</u> 11/01/12 / 11/01/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KMBC	<u>Account Executive</u> Jeff Kitzsteiner	<u>Sales Office</u> Kansas City
<u>Special Handling</u> Political Duplicate File Copy		
<u>Demographic</u> Adults 50+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	KMBC	10/30/12	11/06/12	First News at 5am	5-5:30am		:30			NM	6	\$2,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-1111--				4	\$300.00			
	Week:	11/05/12	11/11/12	11-----				2	\$400.00			
2	KMBC	10/30/12	11/06/12	First News at 5:30am	5:30-6am		:30			NM	6	\$2,600.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-1111--				4	\$400.00			
	Week:	11/05/12	11/11/12	11-----				2	\$500.00			
3	KMBC	10/30/12	11/06/12	First News at 6am	6-7am		:30			NM	10	\$7,800.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-1122--				6	\$750.00			
	Week:	11/05/12	11/11/12	22-----				4	\$825.00			
4	KMBC	10/30/12	11/06/12	Good Morning America	7-9am		:30			NM	12	\$7,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-2222--				8	\$550.00			
	Week:	11/05/12	11/11/12	22-----				4	\$650.00			
5	KMBC	11/03/12	11/03/12	Sat News @ 5am	5-6am		:30			NM	1	\$90.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----S-				1	\$90.00			
6	KMBC	11/03/12	11/03/12	Sa 6-7a	6-7a		:30			NM	1	\$375.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----S-				1	\$375.00			
7	KMBC	11/03/12	11/03/12	News Wknd Sat	7-9am		:30			NM	1	\$350.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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<u>Contract / Revision</u> 926559 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/30/12 - 11/06/12	<u>Product</u> OCT. 30, 2012 - NOV. 6	<u>Estimate #</u> 11282
<u>Advertiser</u> McCaskill/D/Senate		<u>Original Date / Revision</u> 11/01/12 / 11/01/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$350.00			
8	KMBC	11/04/12	11/04/12	Sun News @ 5am	5-6am		:30			NM	1	\$60.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$60.00			
9	KMBC	11/04/12	11/04/12	Su 6-7a	6-7a		:30			NM	1	\$350.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$350.00			
10	KMBC	11/04/12	11/04/12	News Wknd Sun	7-9am		:30			NM	1	\$400.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$400.00			
11	KMBC	11/01/12	11/01/12	Rachael Ray Show	9-10am		:30			NM	1	\$125.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---1---				1	\$125.00			
12	KMBC	10/30/12	11/06/12	Anderson Cooper	M-F 10-11a		:30			NM	3	\$300.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1-1---				2	\$100.00			
Week:		11/05/12	11/11/12	-1-----				1	\$100.00			
N 13	KMBC	11/02/12	11/02/12	The View	11am-12pm		:30			NM	0	\$0.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----1--				1	\$150.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	KMBC	10/29/12-11/04/12	The View	11am-12pm	-----F----	:30	\$150.00	NM		
See MG 45.6,45.7,45.8,45.9,45.10												
N 14	KMBC	10/31/12	10/31/12	M-F 12n-1p	12n-1p		:30			NM	0	\$0.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--1----				1	\$125.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	KMBC	10/29/12-11/04/12	M-F 12n-1p	12n-1p	---W-----	:30	\$125.00	NM		
See MG 45.6,45.7,45.8,45.9,45.10												
15	KMBC	11/01/12	11/05/12	GENERAL HOSPITAL	2-3PM/1-2PM		:30			NM	2	\$525.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---1---				1	\$225.00			
Week:		11/05/12	11/11/12	1-----				1	\$300.00			
16	KMBC	10/30/12	10/30/12	KATIE COURIC	2-3PM		:30			NM	1	\$150.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1-----				1	\$150.00			
17	KMBC	10/30/12	11/05/12	Dr. Phil	3-4pm		:30			NM	10	\$1,500.00
Class of Time - Immediately Pre-emptible without notice												

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10/30/12 - 11/06/12	OCT. 30, 2012 - NOV. 6	11282

Advertiser	Original Date / Revision
McCaskill/D/Senate	11/01/12 / 11/01/12

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<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -2222-- 8 \$150.00 Week: 11/05/12 11/11/12 2----- 2 \$150.00												
18	KMBC	10/30/12	11/05/12	DR OZ	4PM-5PM		:30			NM	10	\$1,750.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -2222-- 8 \$175.00 Week: 11/05/12 11/11/12 2----- 2 \$175.00												
19	KMBC	10/30/12	11/05/12	5pm News	5-530pm		:30			NM	6	\$5,300.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -1111-- 4 \$850.00 Week: 11/05/12 11/11/12 2----- 2 \$950.00												
N 20	KMBC	10/30/12	11/05/12	6pm News	6-630pm		:30			NM	7	\$6,850.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -2112-- 6 \$950.00 Week: 11/05/12 11/11/12 2----- 2 \$1,150.00												
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 7 KMBC 11/05/12-11/11/12 6pm News 6-630pm M----- :30 \$1,150.00 NM See MG 45.6,45.7,45.8,45.9,45.10												
21	KMBC	11/03/12	11/03/12	6pm News Saturday	6-7pm		:30			NM	1	\$550.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -----S- 1 \$550.00												
22	KMBC	11/04/12	11/04/12	5pm News Sunday	5-6pm		:30			NM	1	\$500.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -----S 1 \$500.00												
23	KMBC	10/30/12	11/05/12	630-7p	630-7pm		:30			NM	10	\$14,800.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -2222-- 8 \$1,400.00 Week: 11/05/12 11/11/12 2----- 2 \$1,800.00												
24	KMBC	11/05/12	11/05/12	DANCING WITH THE STARS	658PM-9PM		:30			NM	1	\$8,000.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 11/05/12 11/11/12 M----- 1 \$8,000.00												
N 25	KMBC	11/05/12	11/05/12	CASTLE	9-10pm		:30			NM	0	\$0.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 11/05/12 11/11/12 M----- 1 \$2,000.00												
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 1 KMBC 11/05/12-11/11/12 CASTLE 9-10pm M----- :30 \$2,000.00 NM See MG 45.6,45.7,45.8,45.9,45.10												
D 26	KMBC	10/30/12	10/30/12	DANCING WITH STARS RE	7-8pm		:30			NM	0	\$0.00
27	KMBC	10/30/12	10/30/12	PRIVATE PRACTICE	9-10pm		:30			NM	1	\$3,000.00
Class of Time - Pre-emptible with notice												

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Advertiser McCaskill/D/Senate		Original Date / Revision 11/01/12 / 11/01/12

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$3,000.00			
D 28	KMBC	10/31/12	10/31/12	The Middle/Suburgatory	7-8pm		:30			NM	0	\$0.00
Class of Time - Pre-emptible with notice												
D 29	KMBC	10/31/12	10/31/12	Wed 8-830pm	8-830pm		:30			NM	0	\$0.00
30	KMBC	10/31/12	10/31/12	NASHVILLE	9-10pm		:30			NM	1	\$3,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--W----				1	\$3,000.00			
D 31	KMBC	11/01/12	11/01/12	LAST RESORT	7-8pm		:30			NM	0	\$0.00
D 32	KMBC	11/01/12	11/01/12	Grey's Anatomy	8-9pm		:30			NM	0	\$0.00
D 33	KMBC	11/01/12	11/01/12	Scandal	9-10pm		:30			NM	0	\$0.00
34	KMBC	11/02/12	11/02/12	SHARK TANK	8-9pm		:30			NM	1	\$1,400.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$1,400.00			
35	KMBC	11/02/12	11/02/12	20/20	9-10pm		:30			NM	1	\$1,000.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$1,000.00			
D 36	KMBC	11/04/12	11/04/12	ONCE UPON A TIME	7-8pm		:30			NM	0	\$0.00
37	KMBC	11/04/12	11/04/12	REVENGE	8-9pm		:30			NM	1	\$2,500.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$2,500.00			
38	KMBC	11/04/12	11/04/12	666 PARK AVE.	9-10PM		:30			NM	1	\$1,100.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$1,100.00			
39	KMBC	10/30/12	11/05/12	M-F/SU 10pm News	10-1035pm		:30			NM	10	\$22,600.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-2222--				8	\$2,200.00			
Week:		11/05/12	11/11/12	2-----				2	\$2,500.00			
40	KMBC	11/03/12	11/03/12	Late Airing Late News	1030PM-11PM		:30			NM	1	\$750.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$750.00			
41	KMBC	11/04/12	11/04/12	Su 10pm news	10-1030pm		:30			NM	2	\$5,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				2	\$2,500.00			
42	KMBC	11/04/12	11/04/12	SU 1030pm News	1030-11pm		:30			NM	1	\$1,400.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$1,400.00			
43	KMBC	11/05/12	11/05/12	M-F 1035-1105pm	1035-1105pm		:30			NM	1	\$400.00
Class of Time - Immediately Pre-emptible without notice												

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$400.00			
44	KMBC	10/31/12	11/02/12	M-F 1105p-1135p	1105p-1135p		:30			NM	2	\$400.0
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--1-1--				2	\$200.00			
N 45	KMBC	10/30/12	11/05/12	M-F 1135p-1205am	1135pm-1205am		:30			NM	8	\$3,825.0
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1111--				4	\$75.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
2	KMBC	10/29/12-11/04/12		M-F 1135p-1205am	1135pm-1205am	-TuWThF----	:30		\$75.00	NM		
See MG 45.6,45.7,45.8,45.9,45.10												
3	KMBC	10/29/12-11/04/12		M-F 1135p-1205am	1135pm-1205am	-TuWThF----	:30		\$75.00	NM		
See MG 45.6,45.7,45.8,45.9,45.10												
6	KMBC	11/02/12-11/02/12		The View	11am-12pm	-----F----	:30		\$750.00	NM		
Ⓜ MG for 25.1,45.3,20.7,14.1,13.1,45.2												
M/G'S FOR 10/31/12 12PM-1PM, 10/31/12 & 11/1/12 1135PM-1205AM, 11/2/12 11AM-12PM, & 11/5/12 6-630PM & 9-10PM												
7	KMBC	11/02/12-11/02/12		M-F 1135p-1205am	1135pm-1205am	-----F----	:30		\$275.00	NM		
Ⓜ MG for 25.1,45.3,20.7,14.1,13.1,45.2												
M/G'S FOR 10/31/12 12PM-1PM, 10/31/12 & 11/1/12 1135PM-1205AM, 11/2/12 11AM-12PM, & 11/5/12 6-630PM & 9-10PM												
8	KMBC	11/02/12-11/02/12		M-F 1135p-1205am	1135pm-1205am	-----F----	:30		\$275.00	NM		
Ⓜ MG for 25.1,45.3,20.7,14.1,13.1,45.2												
M/G'S FOR 10/31/12 12PM-1PM, 10/31/12 & 11/1/12 1135PM-1205AM, 11/2/12 11AM-12PM, & 11/5/12 6-630PM & 9-10PM												
9	KMBC	11/05/12-11/05/12		M-F 1135p-1205am	1135pm-1205am	M-----	:30		\$300.00	NM		
Ⓜ MG for 25.1,45.3,20.7,14.1,13.1,45.2												
M/G'S FOR 10/31/12 12PM-1PM, 10/31/12 & 11/1/12 1135PM-1205AM, 11/2/12 11AM-12PM, & 11/5/12 6-630PM & 9-10PM												
10	KMBC	11/05/12-11/05/12		6pm News	6-630pm	M-----	:30		\$2,000.00	NM		
Ⓜ MG for 25.1,45.3,20.7,14.1,13.1,45.2												
M/G'S FOR 10/31/12 12PM-1PM, 10/31/12 & 11/1/12 1135PM-1205AM, 11/2/12 11AM-12PM, & 11/5/12 6-630PM & 9-10PM												
Week:		11/05/12	11/11/12	1-----				1	\$75.00			
46	KMBC	11/05/12	11/05/12	Rachael Ray Show	9-10am		:30			NM	1	\$130.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$130.00			
47	KMBC	11/01/12	11/01/12	CMA Awards	7-10pm		:30			NM	1	\$2,500.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---T---				1	\$2,500.00			
48	KMBC	10/30/12	10/30/12	DANCING WITH STARS RE:7-8pm			:30			NM	1	\$1,000.00
Class of Time - Immediately Pre-emptible without notice - PARTIAL M/G FOR EST. 11280 3X 1135P-1205AM @ \$75, EST. 11281 FRI 8-9M @ \$900, & EST. 11282 1X 11AM-12PM & FRI., 11/2/12 9-10PM												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$1,000.00			
49	KMBC	10/30/12	11/01/12	M-F 1135p-1205am	1135pm-1205am		:30			NM	3	\$825.00
Class of Time - Pre-emptible with notice - PARTIAL M/G'S FOR EST. 11280 1135PM-1205AM 3X @ \$75, EST. 11281 FRI., 10/26/12 8-9PM @ \$900, & EST. 11282 FRI., 11/2/12 9-10PM @ \$1000												

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KMBC
6455 Winchester Ave
Kansas City, MO 64133-6409
(816)221-9999

www.kmbc.com

<u>Contract / Revision</u> 926559 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/30/12 - 11/06/12	<u>Product</u> OCT. 30, 2012 - NOV. 6	<u>Estimate #</u> 11282
<u>Advertiser</u> McCaskill/D/Senate		<u>Original Date / Revision</u> 11/01/12 / 11/01/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-111---				3	\$275.00			
Totals											130	\$112,205.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	130	\$112,205.00	\$95,374.25
Totals	130	\$112,205.00	\$95,374.25

Signature: _____ **Date:** _____

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CONTRACT

KMBC-TV
KANSAS CITY

KMBC
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(816)221-9999

www.kmbc.com

And:

Media Strategies & Research
1580 Lincoln Street
Suite 510
Denver, CO 80203

<u>Contract / Revision</u> 926559 /		<u>Alt Order #</u>
<u>Product</u> OCT. 30, 2012 - NOV. 6, 2012		
<u>Contract Dates</u> 10/30/12 - 11/06/12	<u>Estimate #</u> 11282	
<u>Advertiser</u> McCaskill/D/Senate		<u>Original Date / Revision</u> 10/25/12 / 10/25/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KMBC	<u>Account Executive</u> Jeff Kitzsteiner	<u>Sales Office</u> Kansas City
<u>Special Handling</u> Political Duplicate File Copy		
<u>Demographic</u> Adults 50+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KMBC	10/30/12	11/06/12	First News at 5am	5-5:30am		:30			NM	6	\$2,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1111--				4	\$300.00			
Week:		11/05/12	11/11/12	11-----				2	\$400.00			
N 2	KMBC	10/30/12	11/06/12	First News at 5:30am	5:30-6am		:30			NM	6	\$2,600.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1111--				4	\$400.00			
Week:		11/05/12	11/11/12	11-----				2	\$500.00			
N 3	KMBC	10/30/12	11/06/12	First News at 6am	6-7am		:30			NM	10	\$7,800.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1122--				6	\$750.00			
Week:		11/05/12	11/11/12	22-----				4	\$825.00			
N 4	KMBC	10/30/12	11/06/12	Good Morning America	7-9am		:30			NM	12	\$7,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-2222--				8	\$550.00			
Week:		11/05/12	11/11/12	22-----				4	\$650.00			
N 5	KMBC	11/03/12	11/03/12	Sat News @ 5am	5-6am		:30			NM	1	\$90.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$90.00			
N 6	KMBC	11/03/12	11/03/12	Sa 6-7a	6-7a		:30			NM	1	\$375.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$375.00			
N 7	KMBC	11/03/12	11/03/12	News Wknd Sat	7-9am		:30			NM	1	\$350.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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KMBC-TV
KANSAS CITY

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<u>Contract / Revision</u> 926559 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/30/12 - 11/06/12	<u>Product</u> OCT. 30, 2012 - NOV. 6	<u>Estimate #</u> 11282
<u>Advertiser</u> McCaskill/D/Senate		<u>Original Date / Revision</u> 10/25/12 / 10/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$350.00			
N 8	KMBC	11/04/12	11/04/12	Sun News @ 5am	5-6am		:30			NM	1	\$60.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$60.00			
N 9	KMBC	11/04/12	11/04/12	Su 6-7a	6-7a		:30			NM	1	\$350.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$350.00			
N 10	KMBC	11/04/12	11/04/12	News Wknd Sun	7-9am		:30			NM	1	\$400.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$400.00			
N 11	KMBC	11/01/12	11/01/12	Rachael Ray Show	9-10am		:30			NM	1	\$125.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---1---				1	\$125.00			
N 12	KMBC	10/30/12	11/06/12	ANDERSON COOPER	M-F 10a-11a		:30			NM	3	\$300.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1-1---				2	\$100.00			
Week:		11/05/12	11/11/12	-1-----				1	\$100.00			
N 13	KMBC	11/02/12	11/02/12	The View	11am-12pm		:30			NM	1	\$150.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----1--				1	\$150.00			
N 14	KMBC	10/31/12	10/31/12	M-F 12n-1p	12n-1p		:30			NM	1	\$125.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--1----				1	\$125.00			
N 15	KMBC	11/01/12	11/05/12	GENERAL HOSPITAL	1-2pm		:30			NM	2	\$525.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---1---				1	\$225.00			
Week:		11/05/12	11/11/12	1-----				1	\$300.00			
N 16	KMBC	10/30/12	10/30/12	KATIE COURIC	2-3PM		:30			NM	1	\$150.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1-----				1	\$150.00			
N 17	KMBC	10/30/12	11/05/12	Dr. Phil	3-4pm		:30			NM	10	\$1,500.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-2222--				8	\$150.00			
Week:		11/05/12	11/11/12	2-----				2	\$150.00			
N 18	KMBC	10/30/12	11/05/12	DR OZ	4PM-5PM		:30			NM	10	\$1,750.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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(816)221-9999

www.kmbc.com

Contract / Revision	Alt Order #
926559 /	

Contract Dates	Product	Estimate #
10/30/12 - 11/06/12	OCT. 30, 2012 - NOV. 6	11282

Advertiser	Original Date / Revision
McCaskill/D/Senate	10/25/12 / 10/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-2222--				8	\$175.00			
Week:		11/05/12	11/11/12	2-----				2	\$175.00			
N 19	KMBC	10/30/12	11/05/12	5pm News	5-530pm		:30			NM	6	\$5,300.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1111--				4	\$850.00			
Week:		11/05/12	11/11/12	2-----				2	\$950.00			
N 20	KMBC	10/30/12	11/05/12	6pm News	6-630pm		:30			NM	8	\$8,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-2112--				6	\$950.00			
Week:		11/05/12	11/11/12	2-----				2	\$1,150.00			
N 21	KMBC	11/03/12	11/03/12	6pm News Saturday	6-7pm		:30			NM	1	\$550.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$550.00			
N 22	KMBC	11/04/12	11/04/12	5pm News Sunday	5-6pm		:30			NM	1	\$500.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$500.00			
N 23	KMBC	10/30/12	11/05/12	630-7p	630-7pm		:30			NM	10	\$14,800.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-2222--				8	\$1,400.00			
Week:		11/05/12	11/11/12	2-----				2	\$1,800.00			
N 24	KMBC	11/05/12	11/05/12	DANCING WITH THE STARS	658PM-9PM		:30			NM	1	\$8,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$8,000.00			
N 25	KMBC	11/05/12	11/05/12	CASTLE	9-10pm		:30			NM	1	\$2,000.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$2,000.00			
D 26	KMBC	10/30/12	10/30/12	DANCING WITH STARS RE	7-8pm		:30			NM	0	\$0.00
27	KMBC	10/30/12	10/30/12	PRIVATE PRACTICE	9-10pm		:30			NM	1	\$3,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$3,000.00			
D 28	KMBC	10/31/12	10/31/12	The Middle/Suburgatory	7-8pm		:30			NM	0	\$0.00
		Class of Time - Pre-emptible with notice										
D 29	KMBC	10/31/12	10/31/12	Wed 8-830pm	8-830pm		:30			NM	0	\$0.00
30	KMBC	10/31/12	10/31/12	NASHVILLE	9-10pm		:30			NM	1	\$3,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--W----				1	\$3,000.00			
D 31	KMBC	11/01/12	11/01/12	LAST RESORT	7-8pm		:30			NM	0	\$0.00

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KMBC
6455 Winchester Ave
Kansas City, MO 64133-6409
(816)221-9999

www.kmbc.com

Contract / Revision	Alt Order #
926559 /	

Contract Dates	Product	Estimate #
10/30/12 - 11/06/12	OCT. 30, 2012 - NOV. 6	11282

Advertiser	Original Date / Revision
McCaskill/D/Senate	10/25/12 / 10/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
D 32	KMBC	11/01/12	11/01/12	Grey's Anatomy	8-9pm		:30			NM	0	\$0.00
D 33	KMBC	11/01/12	11/01/12	Scandal	9-10pm		:30			NM	0	\$0.00
N 34	KMBC	11/02/12	11/02/12	SHARK TANK	8-9pm		:30			NM	1	\$1,400.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$1,400.00			
35	KMBC	11/02/12	11/02/12	20/20	9-10pm		:30			NM	1	\$1,000.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$1,000.00			
D 36	KMBC	11/04/12	11/04/12	ONCE UPON A TIME	7-8pm		:30			NM	0	\$0.00
N 37	KMBC	11/04/12	11/04/12	REVENGE	8-9pm		:30			NM	1	\$2,500.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$2,500.00			
N 38	KMBC	11/04/12	11/04/12	666 PARK AVE.	9-10PM		:30			NM	1	\$1,100.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$1,100.00			
N 39	KMBC	10/30/12	11/05/12	M-F/SU 10pm News	10-1035pm		:30			NM	10	\$22,600.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-2222--				8	\$2,200.00			
Week:		11/05/12	11/11/12	2-----				2	\$2,500.00			
40	KMBC	11/03/12	11/03/12	Late Airing Late News	1030PM-11PM		:30			NM	1	\$750.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$750.00			
N 41	KMBC	11/04/12	11/04/12	Su 10pm news	10-1030pm		:30			NM	2	\$5,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				2	\$2,500.00			
N 42	KMBC	11/04/12	11/04/12	SU 1030pm News	1030-11pm		:30			NM	1	\$1,400.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$1,400.00			
N 43	KMBC	11/05/12	11/05/12	M-F 1035-1105pm	1035-1105pm		:30			NM	1	\$400.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$400.00			
N 44	KMBC	10/31/12	11/02/12	M-F 1105p-1135p	1105p-1135p		:30			NM	2	\$400.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--1-1--				2	\$200.00			
N 45	KMBC	10/30/12	11/05/12	M-F 1135p-1205am	1135pm-1205am		:30			NM	5	\$375.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1111--				4	\$75.00			

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Contract / Revision	Alt Order #
926559 /	

Contract Dates	Product	Estimate #
10/30/12 - 11/06/12	OCT. 30, 2012 - NOV. 6	11282

Advertiser	Original Date / Revision
McCaskill/D/Senate	10/25/12 / 10/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$75.00			
N 46	KMBC	11/05/12	11/05/12	Rachael Ray Show	9-10am		:30			NM	1	\$130.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$130.00			
N 47	KMBC	11/01/12	11/01/12	CMA Awards	7-10pm		:30			NM	1	\$2,500.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---T---				1	\$2,500.00			
Totals											127	\$110,355.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	127	\$110,355.00	\$93,801.75
Totals	127	\$110,355.00	\$93,801.75

Signature: _____ **Date:** _____

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